



**7<sup>TH</sup> ABU MEDIA SUMMIT**  
**ON CLIMATE ACTION AND DISASTER PREVENTION**

**FROM ATOLLS TO ALPS AND ARID LANDS:  
 COMMUNICATING THE CLIMATE CHANGE CHALLENGE**

9-10 May 2023 | Maldives



**TENTATIVE PROGRAMME**

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|                     | <p><b>DAY 1</b></p> <p>An overview of the global processes in Climate Action and Disaster Prevention in the framework of the Paris Climate Agreement and Sendai Framework for DRR. It will bring together key stakeholders in the DRR process and chart ways for working together with the media to strengthen Early Warnings and Disaster Preparedness. The sessions will be developed together with relevant UN agencies such as UNDRR, WMO, UNESCO and partners from the scientific community. A special focus will be given to the future of Sustainable Tourism, which is a main industry for many countries in the Global South.</p> |
| 08:30<br>-<br>09:00 | <p><b>REGISTRATION</b></p>   |
| 09:00<br>-<br>09:30 | <p><b>OPENING CEREMONY</b></p> <p><b>WELCOME REMARKS</b><br/> <i>Khalid Ali, Managing Director, PSM, Maldives</i><br/> <i>Ahmed Nadeem, Secretary - General, ABU</i></p> <p><b>KEYNOTE ADDRESS</b><br/> <i>Honourable Prime Minister/President of Maldives</i></p>   |
| 09:30<br>-<br>10:15 | <p><b>SESSION 1: TOGETHER FOR SAVING LIVES</b></p> <p><i>The session will bring together the leaders of World Broadcasting Unions and UN agencies for recommitment to a long – term partnership in the Media Saving Lives campaign to advance Climate Action and Disaster Prevention. A specific focus will be on the “UN Early Warnings For All” campaign and the role that media should play in reaching the last mile of communication with people in danger.</i></p> <p><i>Video Message from the UN Secretary – General Antonio Guterres</i></p>  |
| 10:15<br>-<br>11:00 | <p><b>SESSION 2: FROM EGYPT TO ABU DHABI: A ROADMAP TO COP28</b></p> <p><i>This session will list the achievements of COP27 in Sharm el Sheikh and the goals for COP28 in ABU Dhabi. It will provide an overview of the key steps for businesses and individuals to achieve a Carbon Zero footprint, while stressing how the media can accelerate commitments for green transition by governments and non – government stakeholders.</i></p>   |
| 11:00<br>-<br>11:30 | <p><b>NETWORKING BREAK</b></p>   |
| 11:30<br>-<br>12:00 | <p><b>SESSION 3: THE MID – TERM SENDAI FRAMEWORK ON DISASTER RISK REDUCTION</b></p> <p><i>2023 marks the midpoint in implementing the Sendai Framework, which is the guiding document for “all-of-society and all-of-State” institutions to engage in preventing and reducing disaster risks posed by both natural and man-made hazards. UNDRR representatives and Stakeholders in the DRR process will discuss how to achieve the goals of the Sendai Framework in the context of the unfolding climate crisis.</i></p>   |

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| 12:00<br>-<br>12:45 | <b>SESSION 4: FROM POLICY TO IMPLEMENTATION – TAMIL NADU MODEL IN EMPOWERING WOMEN</b><br><i>This is an effective model of establishing a women’s cooperative to safeguard their livelihoods and future proof them to climate change in Tamil Nadu, India. Representatives of State Government, Academia, Disaster Management Authorities, women’s organisations and media will shed a light on their successful cooperation.</i>   |
| 12:45<br>–<br>13:45 | <b>LUNCH</b>  |
| 13:45<br>-<br>14:30 | <b>SESSION 5: CLIMATE EXISTENTIAL THREATS TO SMALL ISLAND DEVELOPING STATES (SIDS) AND ASIAN AND AFRICAN COUNTRIES</b><br><i>Three panellists will focus on the challenges of changing climate in small islands (Atolls), Himalayan countries (Mountain Ranges) and deserts in Africa and Asia (Arid Lands). The speakers will discuss threats from rising sea levels to water and food scarcity and how the media should highlight such issues and galvanise governments and individuals for climate action and disaster prevention.</i>                   |
| 14:30<br>–<br>15:15 | <b>SESSION 6: CLIMATE CHANGE ADAPTATION AND DISASTER RISK REDUCTION FOR SUSTAINABLE DEVELOPMENT: FROM THE LAB TO THE FIELD</b><br><i>The combination of modern scientific and traditional indigenous knowledge provides effective solutions for climate change adaptation and disaster prevention. Leading scientists and practitioners will showcase successful climate change adaptation models and practices from across the globe. The session will also provide insights on how to make the models and practices adaptable in different countries.</i> |
| 15:15<br>–<br>15:45 | <b>NETWORKING BREAK</b>   |
| 15:45<br>-<br>16:15 | <b>SESSION 7: SUSTAINABLE TOURISM CONCEPT</b><br><i>In this session we will hear from major players within the tourist industry such as airlines, cruise companies, resort construction companies, and restaurateurs. What are the latest innovations in their fields to limit carbon footprints? Also, what are their plans to make the industry sustainable in the long – run?</i>  |
| 16:15<br>–<br>16:45 | <b>SESSION 8: THE FUTURE OF SUSTAINABLE TOURISM IN MALDIVES</b><br><i>Representatives of tourist resorts in Maldives showcase their Carbon Zero projects. They will discuss not only the impact of innovative, creative and effective policies and designs on the environment but also the effects on their business models.</i>  |
| 16:45               | <b>WRAP UP AND CLOSING DAY 1</b>  |

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|                                   | <p><b>DAY 2</b></p> <p>The second day of the conference will be dedicated to the role of media in advancing Climate Action and Disaster Prevention. It will provide a platform for exchanging experiences and showcasing content as well as ideas for future cooperation between the media and other stakeholders in climate change adaptation and disaster prevention and between broadcast media organisations in the Global South.</p>   |
| 08:30<br>-<br>09:00               | <b>REGISTRATION</b>   |
| 09:00<br>-<br>09:30               | <p><b>SESSION 9: WHAT THE SCIENCE SAYS AND HOW TO COMMUNICATE IT TO PEOPLE?</b></p> <p><i>There will be a special input from the Intergovernmental Panel on Climate Change Chair on how they have improved communicating climate science to decision makers. Leading Media organisations will share how they are “translating” highly specialised scientific language into understandable stories, relevant to local audiences.</i></p>   |
| 09:30<br>–<br>10:00               | <p><b>SESSION 10: MAINSTREAMING DRR IN MEDIA ORGANISATIONS - FROM NEWS TO ENTERTAINMENT</b></p> <p><i>This session will highlight the achievements and challenges of implementing the WBU/UNDRR Media Saving Lives initiative that involves ABU, ASBU, AUB and CBU. Media organisations from different regions will share their work to mainstream DRR actions in organisational policy, news and content and analyse the lessons learned in changing broadcasters attitudes from being mainly reactive to implementing proactive approaches.</i></p> |
| 10:00<br>–<br>10:30               | <p><b>SESSION 11: RETHINKING NEWS REPORTING ON CLIMATE CHANGE AND DISASTER RISK REDUCTION</b></p> <p><i>Studies show low levels of understanding about these issues, not just among audiences but also in newsrooms. We look at what can be done to address both problems and empower people to contribute to the solutions. This session looks at the findings of international research in the context of recent news coverage, and will make clear recommendations to improve reporting on climate change and disaster risk reduction.</i></p>     |
| 10:30<br>-<br>11:00               | <p><b>SESSION 12: WORKING WITH PARTNERS ON THE GROUND</b></p> <p><i>Representatives of UNESCO, IFRC, UNICEF, UNEP will share experiences of partnerships and cooperation with media outlets in practical/real-life situations.</i></p>  |
| <b>11:00</b><br>–<br><b>11:30</b> | <b>NETWORKING BREAK</b>   |
| 11:30<br>–<br>12:15               | <p><b>SESSION 13: COMMUNITY RADIO - ITS CRUCIAL ROLE IN PREPARING FOR DISASTERS AND REACHING THE LAST MILE</b></p> <p><i>This session will demonstrate the unique role that community radio plays in reaching the most vulnerable people during disasters and preparing them to withstand future calamities through education in the “quiet time” between disasters. Representatives of Community Radio Networks will share their experiences in saving lives and building community resilience.</i></p>  |
| 12:15<br>–<br>13:00               | <p><b>SESSION 14: WOMEN AND YOUTH EMPOWERMENT FOR CLIMATE ACTION AND DISASTER PREVENTION</b></p> <p><i>An in-depth look into successful initiatives and documentary projects from across the globe to accelerate climate action and DRR efforts . Energetic gender and generational groups exhibit how powerful and influential their campaigns can be.</i></p>   |
| <b>13:00</b><br>–<br><b>14:00</b> | <b>LUNCH</b>  |
| 14:00<br>–<br>15:00               | <p><b>SESSION 15: NHK MASTER CLASS</b></p> <p><i>A 360 degree view of the policies and projects of Japan's Public Service Media in Disaster Broadcasting to Save Lives and Mitigate Damage. The session will introduce NHK projects such as Bosai, AI and Big Data for DRR, their documentary output and the recently launched project to minimise NHK’s Carbon footprint.</i></p>  |
| 15:00<br>-<br>15:30               | <p><b>SESSION 16: ABC, RAI AND OTHER EXAMPLES OF SUSTAINABLE DEVELOPMENT</b></p> <p><i>Broadcast organisations from outside the Asia-Pacific region demonstrate how they appeal to their audiences, highlighting template examples that can reach and influence diverse societies.</i></p>  |
| <b>15:30</b><br>–<br><b>16:00</b> | <b>NETWORKING BREAK</b>   |
| 16:00<br>–<br>16:45               | <p><b>CLOSING SESSION: MEDIA SAVING LIVES – THE ROAD AHEAD</b></p> <p><i>The Closing Session will announce the global media network of organisations and individuals from the regions involved in the WBU/UNDRR Media Saving Lives Initiative and will suggest a collaborative roadmap for future cooperation between the stakeholders.</i></p>   |
| 16:45                             | <b>WRAP UP AND CLOSING THE SUMMIT<br/>VIP MALDIVIAN REPRESENTATIVE</b>  |
| <b>19:00</b><br>–<br><b>21:00</b> | <b>GALA AWARDS NIGHT: ABU/UNESCO TOGETHER FOR PEACE MEDIA AWARDS</b>  |